

FIG. 1

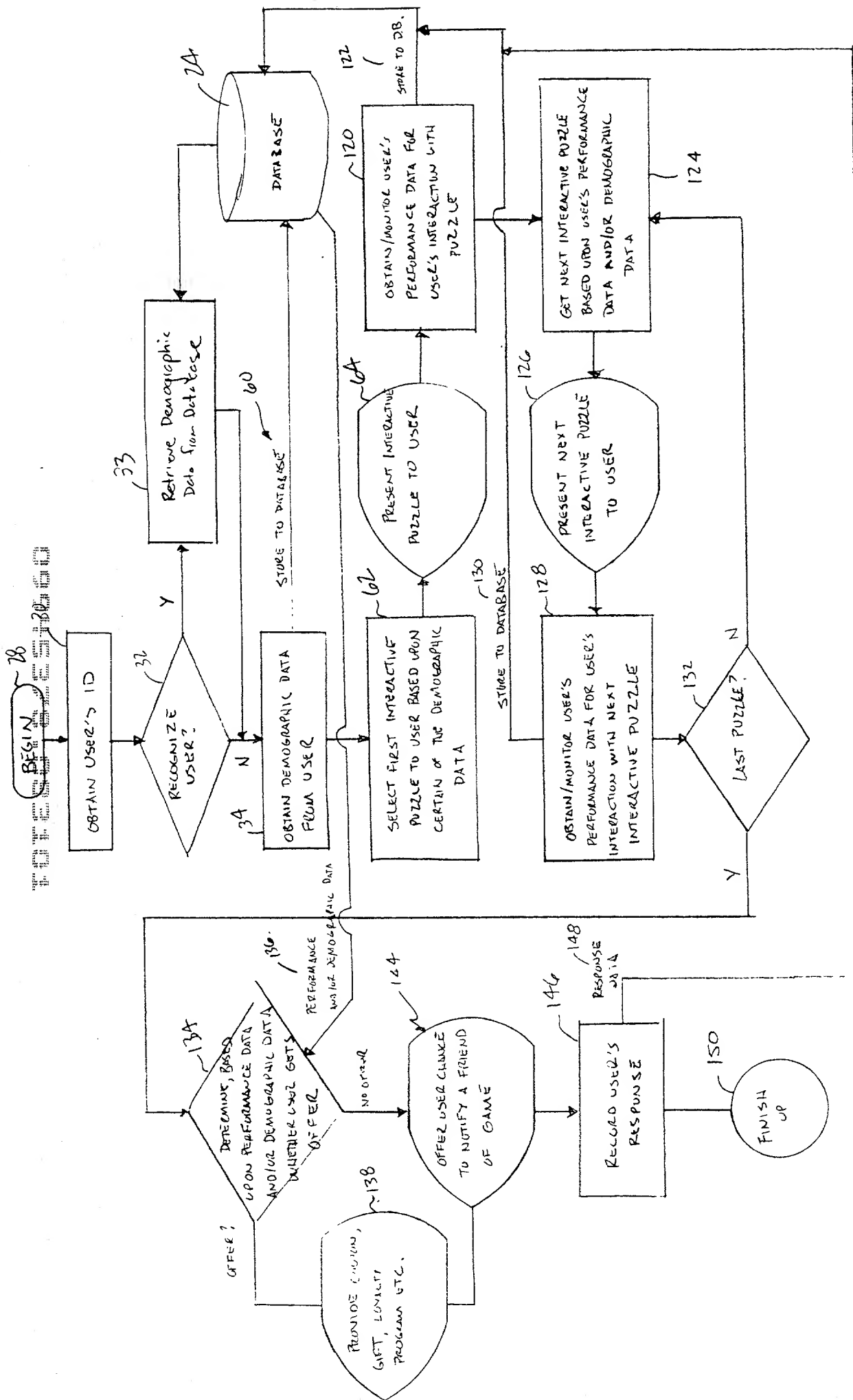


FIG. 2

OFFICE USE:

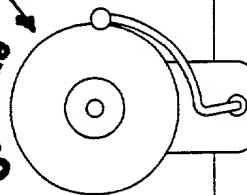


FIG. 3

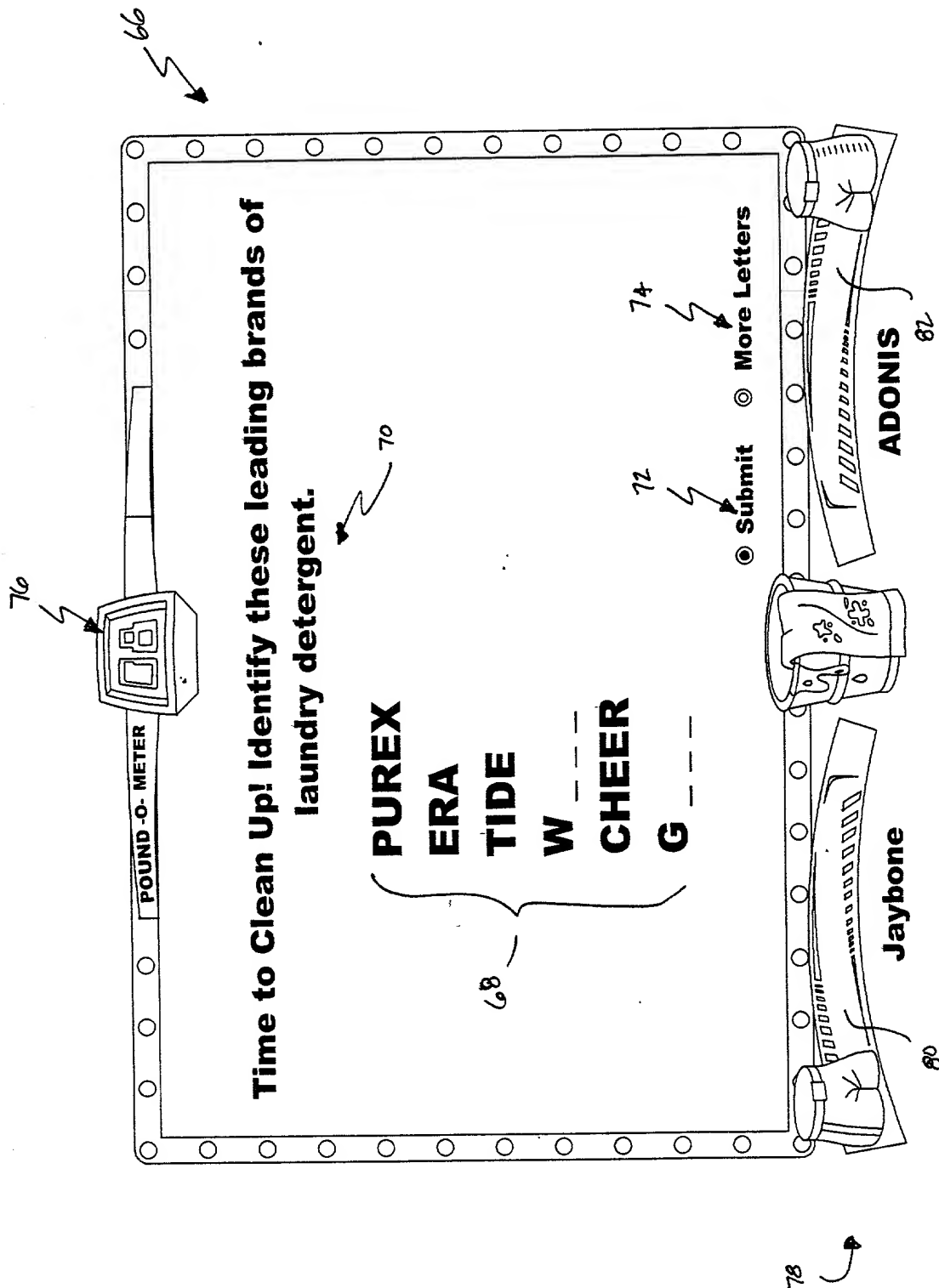
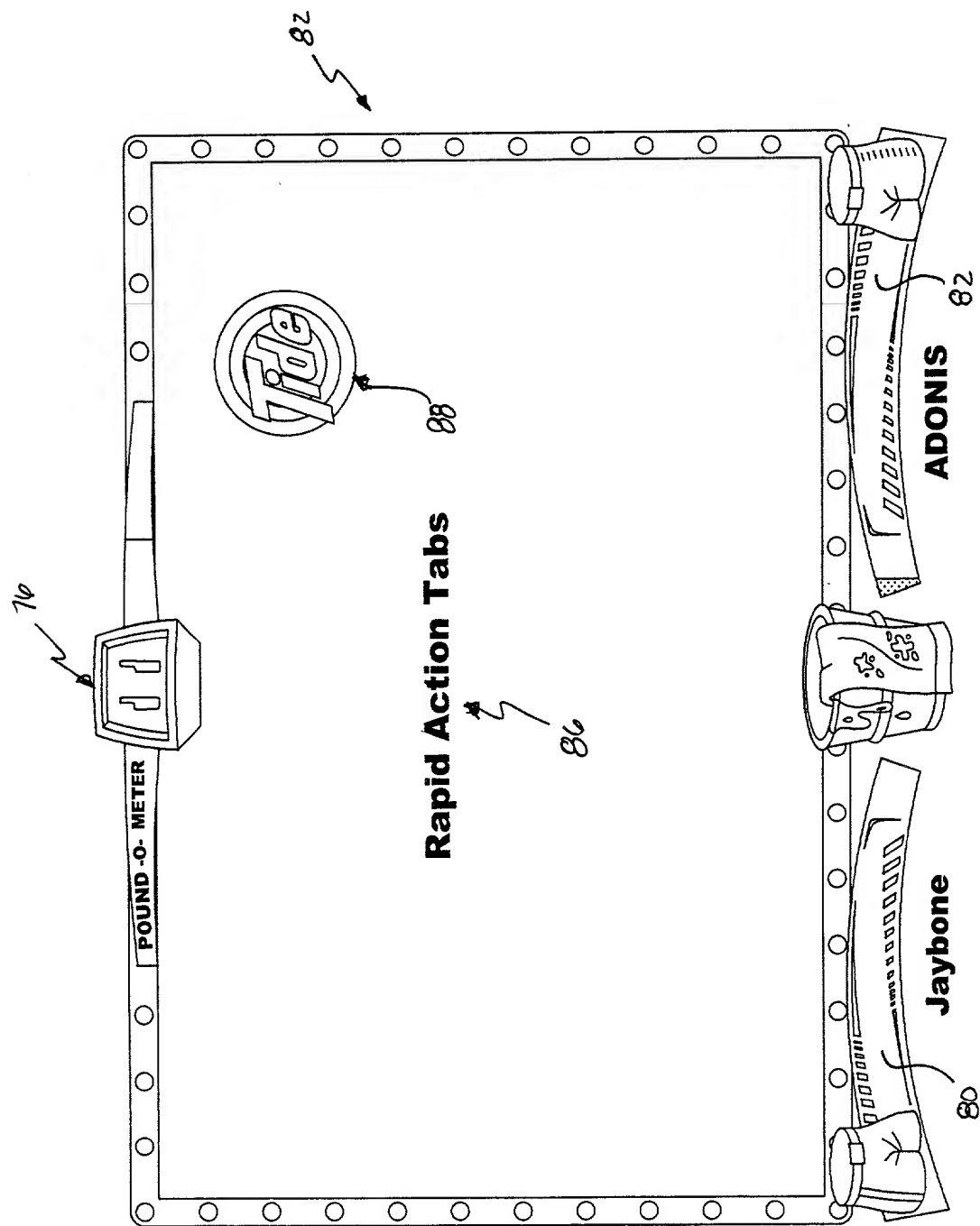


FIG. 4



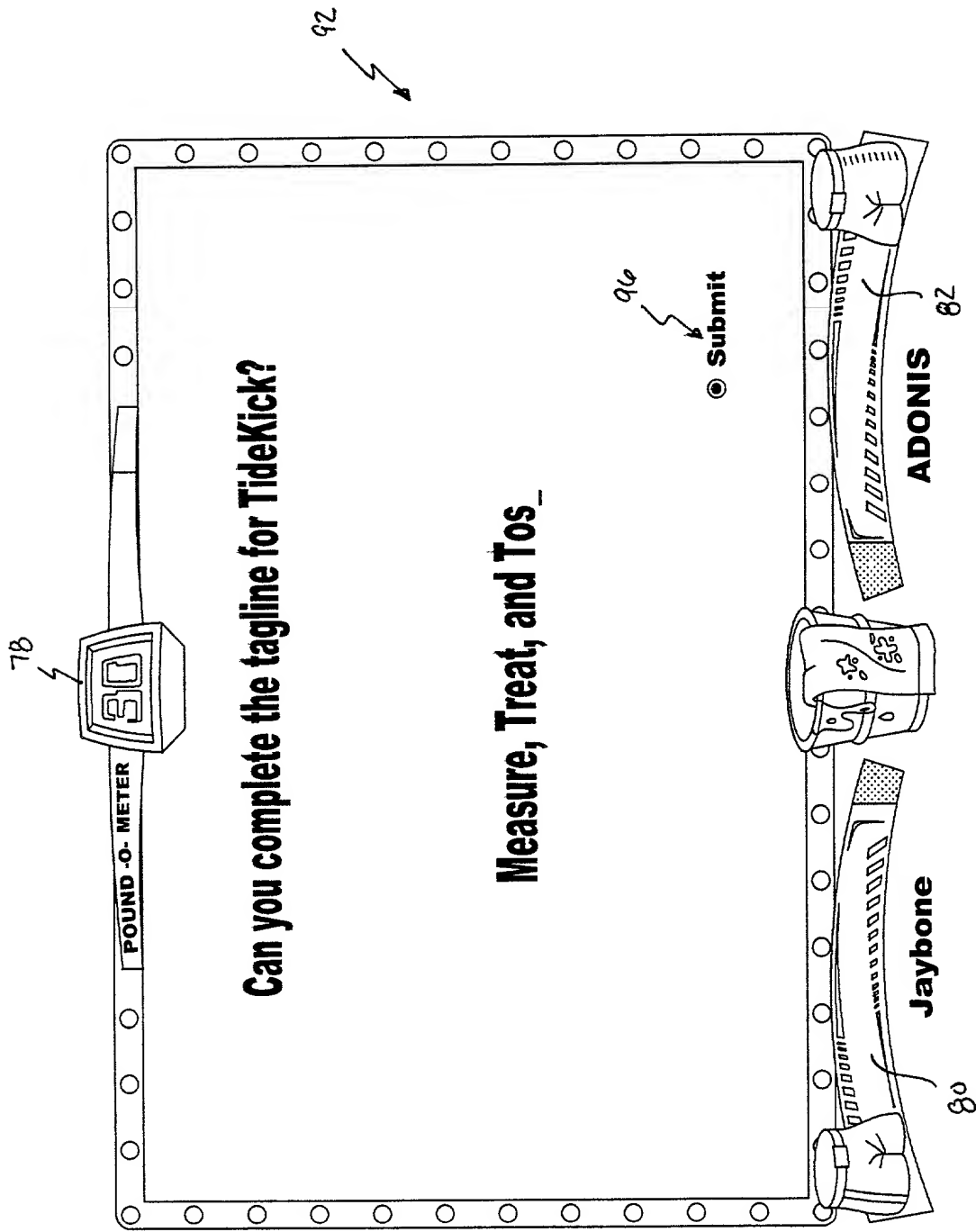


FIG. 7

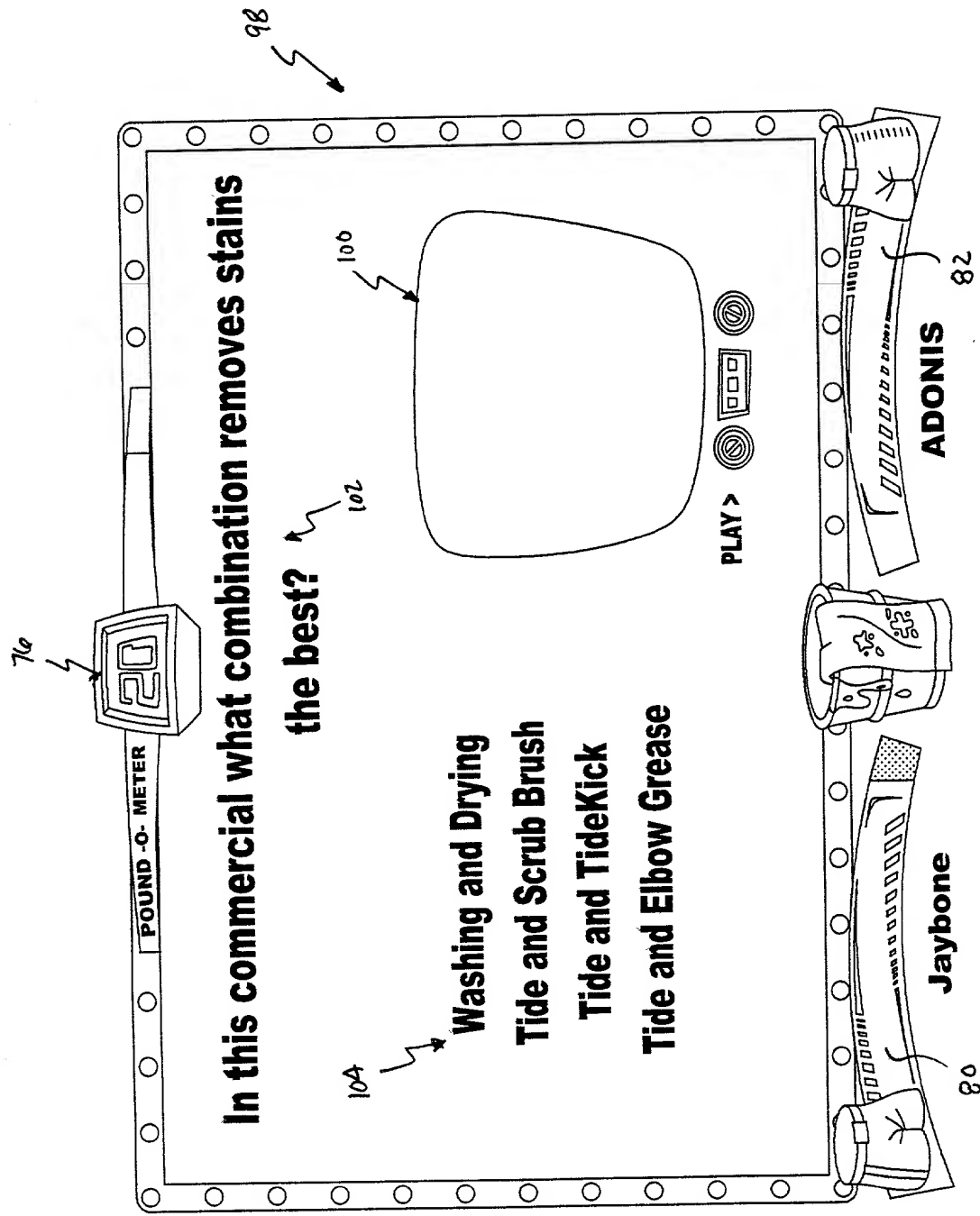


FIG. 8

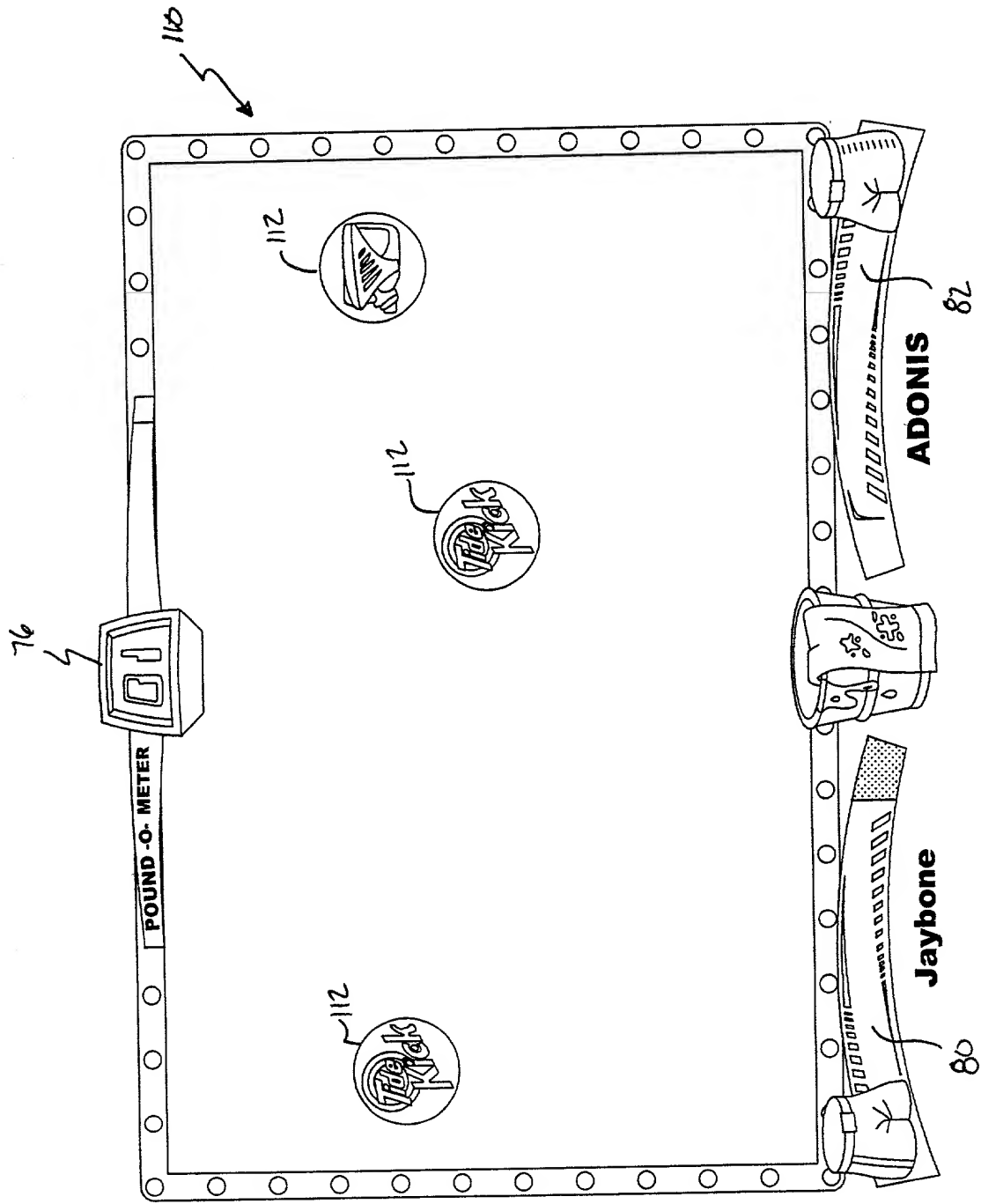


FIG. 10

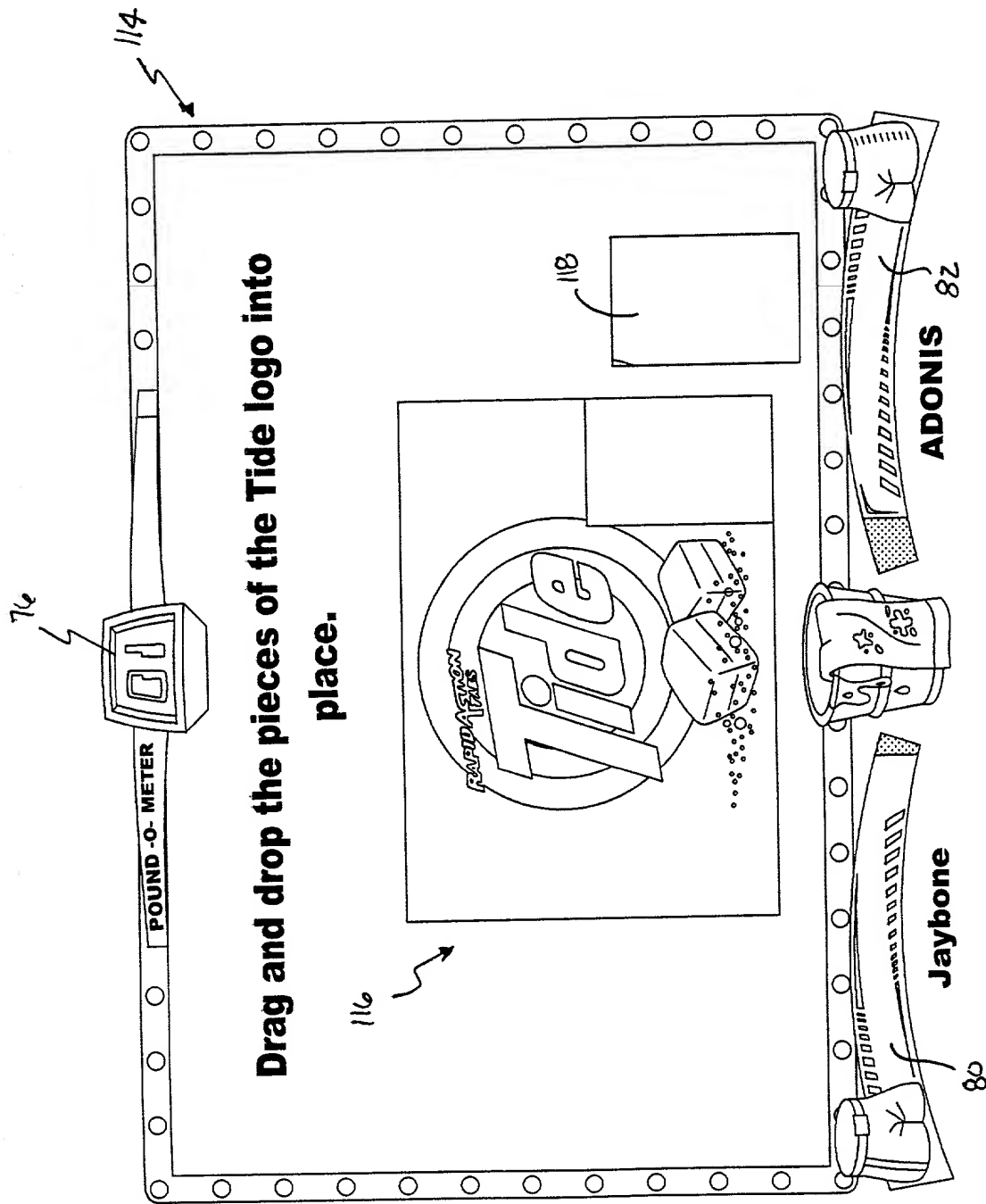


FIG. 11

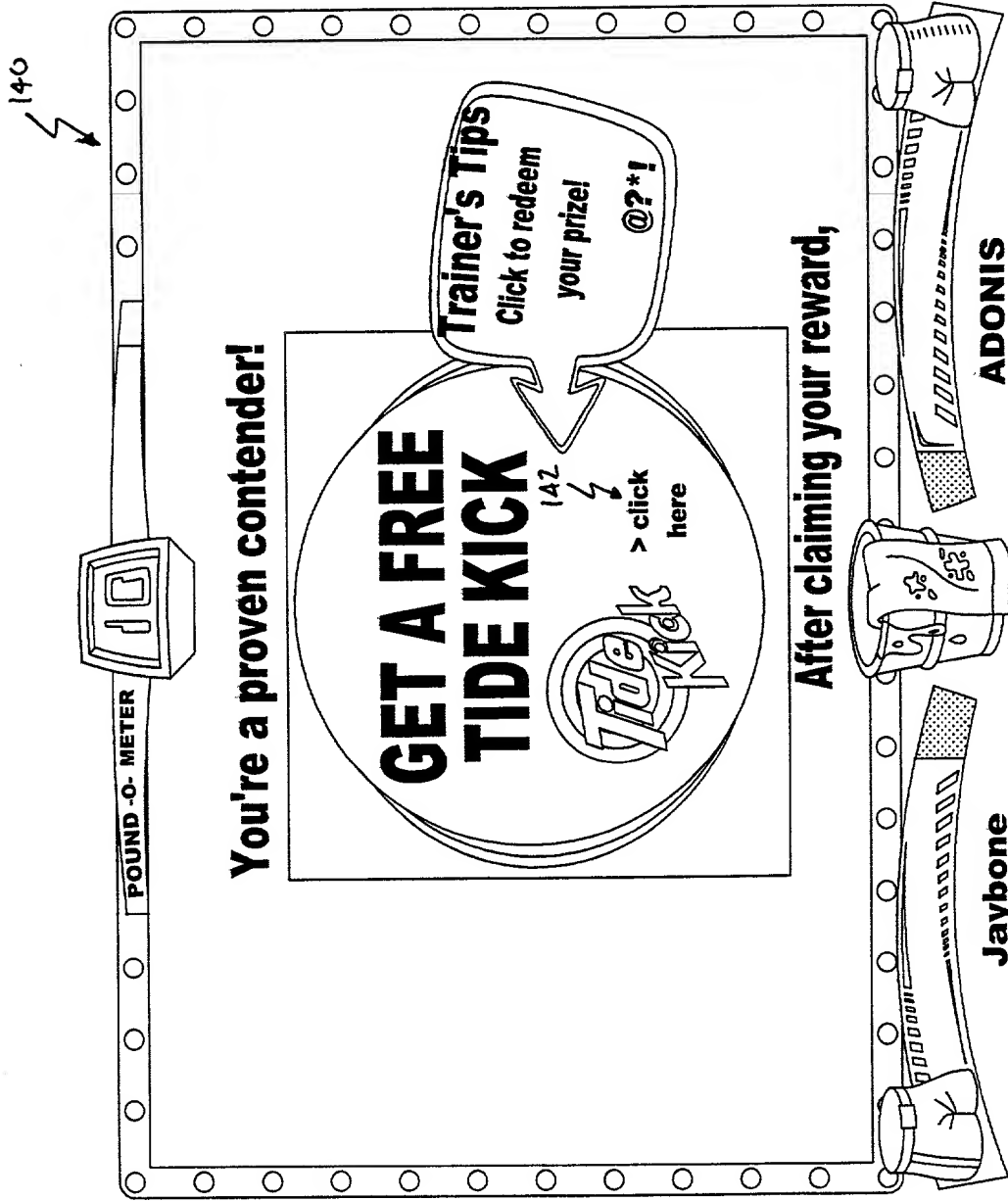


FIG. 12

DEMOGRAPHIC
WEIGHT IN

152

DEMOGRAPHIC
WEIGHT IN

DEMOGRAPHIC
"A"

DEMOGRAPHIC
"B"

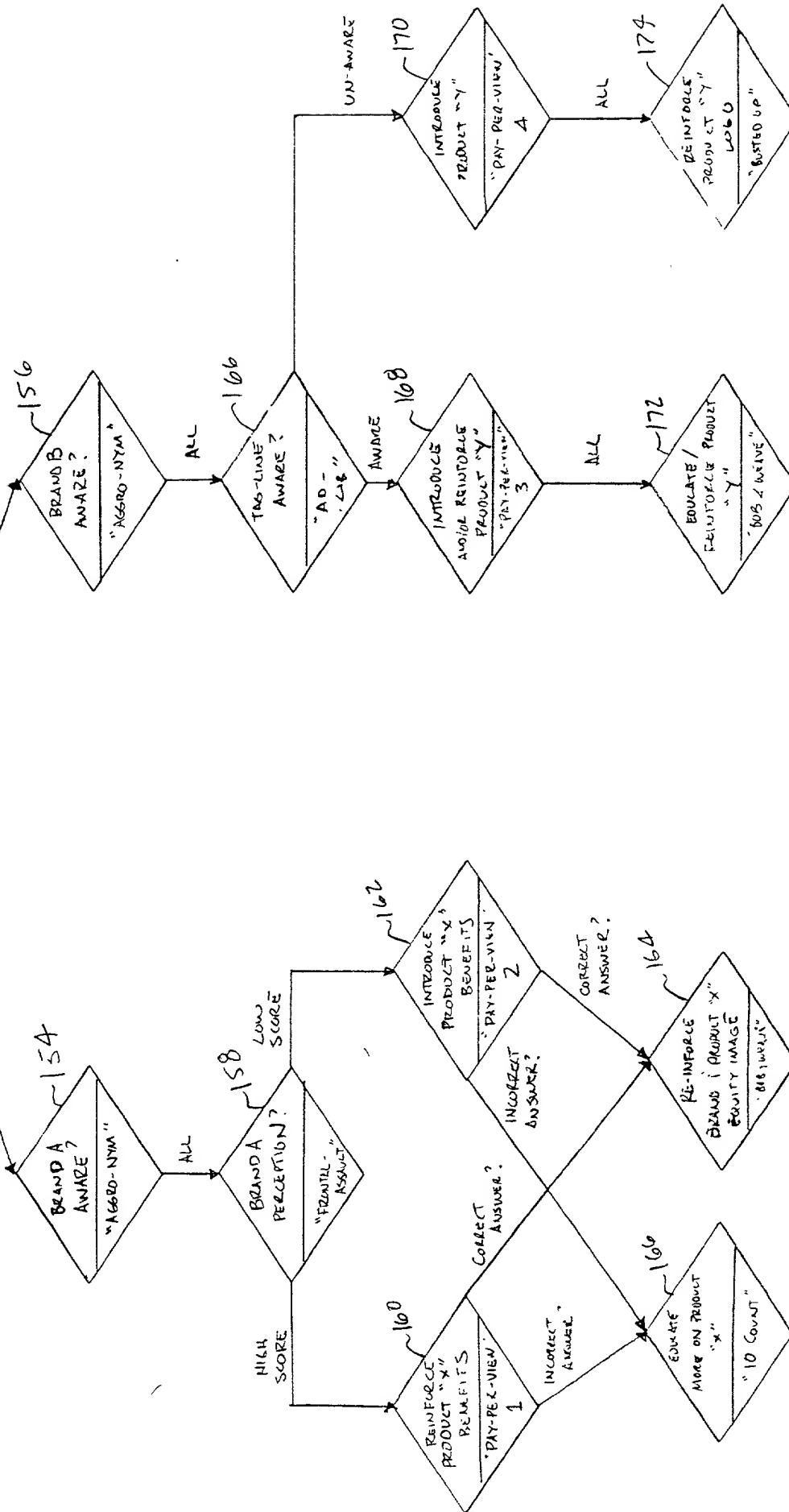


FIG. 13

Adversity Game Builder

178

Questions

- 1073 Aggro-Nym
- 1074 Frontal Assault
- 1075 Frontal Assault
- 1076 Pay-per-View
- 1077 Pay-per-View
- 1078 Bob and Weave
- 1079 10 Count
- 1080 Bob and Weave
- 1082 Ad Lib
- 1086 Ad Lib
- 1087 Sample
- 1088 Sample
- 1089 Sample
- 1090 Sample
- 1091 Sample
- 1092 Bob and Weave
- 1093 Pay-per-View
- 1081 10 Count
- 1084 Ad Lib
- 1085 Ad Lib
- 1083 Busted Up

New Question

180

Logout

182

Question Builder Top Level Page

FIG. 14

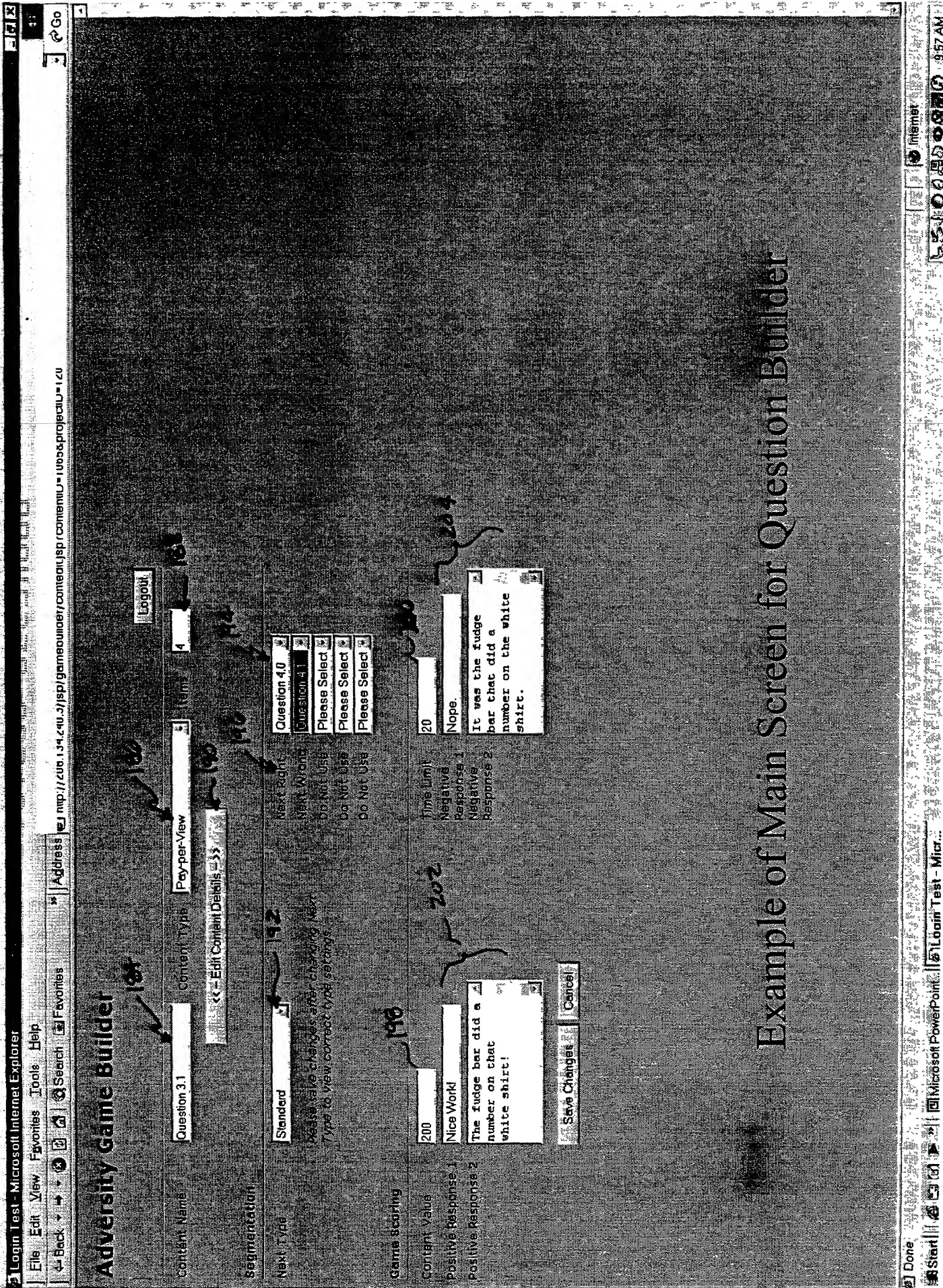
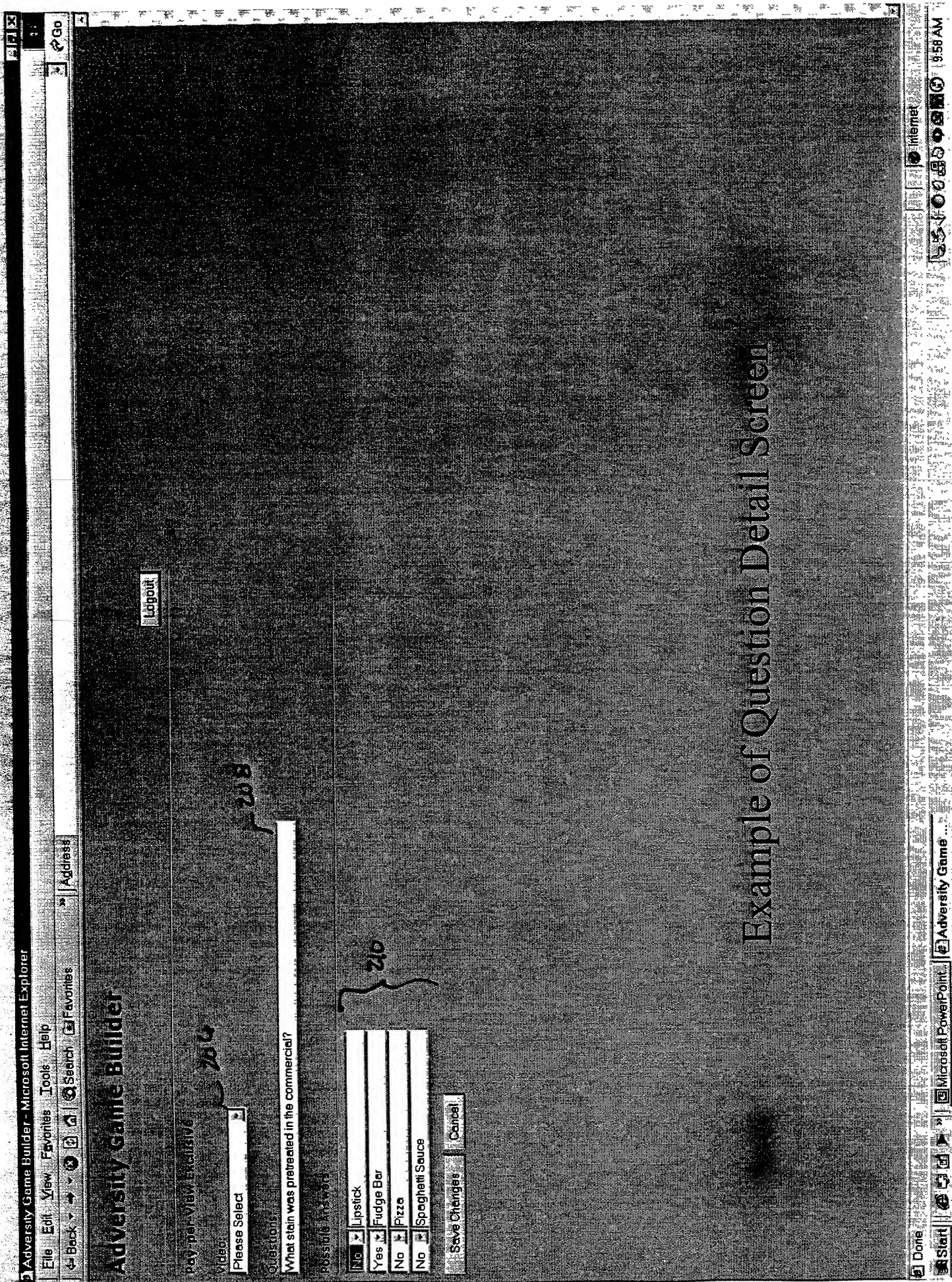


Fig. 15



DATE: 07-16-01 16:06 mtc



Adversity
Summary
Report

Customer Service Rep Name: Steve Wolf
Phone #: 503.361.0554



1148 Main Street
Cincinnati, Ohio 45210

Start Date : Apr 01, 2001
End Date : Jul 15, 2001



Demographics of Players Competing

	Total (n)	Gender		Age				
		M	F	14-17	18-24	25-34	35-49	50+
Your Brand	3204	1435 44.8%	1769 55.2%	259 8.1%	423 13.2%	779 24.3%	1080 33.7%	663 20.7%
Average Brand	1360	589 43.3%	771 56.7%	115 8.5%	172 12.7%	314 23.1%	474 34.8%	284 20.9%

Report Run Date : Jul 16, 2001

Analysis Comments

Summary Report For Tide

Snapshot of Average Consumer Interaction with Your Brand in Adversity

Type of Message	Average Interaction Time Seconds
Brand or product name	35.3
Brand logo	53.8
Equity statements	16.2
Tagline	24.6
Television copy	44.0
Total	173.9

Fig. 17



**Adversity
Pay-Per-View
Report**

Customer Service Rep Name: Steve Wolf
Phone #: 503.361.0554



1148, Main Street
Cincinnati, Ohio 45210

Start Date : Jun 27, 2001
End Date : Jun 27, 2001

Demographic Breakdown on Pay Per View Question

		Total	Gender		Age				
			M	F	14-17	18-24	25-34	35-49	50+
Copy : Stepmom Spot : Questions : In this commercial, what combination removes stains the best? Correct Answer: Tide and TideKick	Total unique viewers of this copy Percentage of viewers answering correctly	0	0	0	0	0	0	0	0
Copy : Stepmom Spot : Questions : What stain was pretreated in the commercial? Correct Answer: Fudge Bar	Total unique viewers of this copy Percentage of viewers answering correctly	0	0	0	0	0	0	0	0
Copy : Roommates Spot : Questions : Why does only the one roommate need clean clothes? Correct Answer: He has a 'real' job	Total unique viewers of this copy Percentage of viewers answering correctly	0	0	0	0	0	0	0	0
Copy : Questions : Correct Answer :	Total unique viewers of this copy Percentage of viewers answering correctly								
Copy : Questions : Correct Answer :	Total unique viewers of this copy Percentage of viewers answering correctly								

Feature Brand



Report Run Date : Jun 27, 2001

Analyst Comments:

Adversity Report

Copy Delivered

Copy Description	Average Interaction Time (Seconds)
Stepmom Spot	
Stepmom Spot	
Roommates Spot	

FIG. 18



Adversity
Aggro-Nym
Report

Customer Service Rep Name: Steve Wolf
Phone # : 503.361.0554



1148 Main Street
Cincinnati Ohio 45210

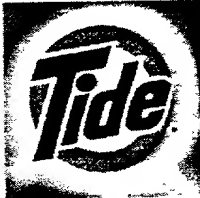
Start Date :27-Jun-2001

Demographic Breakdown on Aggro-Nym Question

224

End Date :27-Jun-2001

Feature Brand



Primary Question :Time to Clean Up! Identify these leading brands of laundry detergent.	Total	Gender		Age				
		M	F	14-17	18-24	25-34	35-49	50+
Total unique viewers of this question →	0	0	0	0	0	0	0	0
Percentage of viewers correctly completing ↓								
Answer 1:Purex	0%	0%	0%	0%	0%	0%	0%	0%
Answer 2:Era	0%	0%	0%	0%	0%	0%	0%	0%
Answer 3:Tide	0%	0%	0%	0%	0%	0%	0%	0%
Answer 4:Wisk	0%	0%	0%	0%	0%	0%	0%	0%
Answer 5:Cheer	0%	0%	0%	0%	0%	0%	0%	0%
Answer 6:Gain	0%	0%	0%	0%	0%	0%	0%	0%

Report Run Date :27-Jun-2001

226

Analyst Comments
Adversity Report

Typical Consumer Interaction

228

Question Description	Average Interaction Time (seconds)
Primary Question:Time to Clean Up! Identify these leading brands of laundry detergent.	35.1

Fig. 19